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# Inside Information

~~WITHDRAWN~~

United States Department  
of Agriculture

Office of Information

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OCT 11 1989

**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

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EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.  
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## NEW ACE COMMUNICATIONS HANDBOOK PREVIEWED AT INTERNATIONAL MEETING IN OREGON

Final plans for "The Communicator's Handbook: Techniques and Technology" were released at the international conference of the Agricultural Communicators in Education (ACE) in Portland, Oregon, July 16-19.

The 26-chapter, 300-page book, written, reviewed and designed by ACE members, is targeted to educators, communicators, professionals, and volunteers.

Patricia Calvert, Extension Service, USDA, is the editor and coordinator of the book and Ashley Woods, graphics designer, IFAS Editorial, University of Florida, is the art director.

"The Communicator's Handbook" will help users refine communications skills and master new ones while introducing them to many new technologies. The book, a resource for everyday use, makes its official debut in January 1990. Retail price will be \$23.95, plus tax and handling.

Maupin House, the book's publisher, has extended the prepublication ACE conference price of \$21.95 per copy (with the publisher picking up the \$2.00 tab for postage and handling) until August 15 to readers of "INSIDE INFORMATION." Send checks to Maupin House Publishing, P.O. Box 90148, Gainesville, FL 32607. Visa, Mastercard, and purchase orders can also be made.

Here's a complete listing of sections and chapters in "The Communicator's Handbook: Techniques and Technology":

In Print (The art of good writing, publications, writing for newspapers and magazines, newsletters, write better in 60 minutes!), Visuals (graphics, exhibits, posters, photography, the slide show), Electronic Media (radio, video and television), Electronic Hybrids (interactive communication, CD-ROM and interactive video, computer graphics, desktop publishing), Keystroke Communications (computers in communications, digital telephone technology, expert systems, teleconferencing, electronic news), and Marketing the Message (communications concepts, public speaking, marketing your organization, publicizing the event, working with the media, direct mail, crisis communications, strategic communications planning).

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## ESCOPE WANTS INFORMATION ABOUT EDUCATIONAL PROGRAMS ON SCIENTISTS AND MEDIA

The Communications Subcommittee of the Experiment Station Committee on Organization and Policy (ESCOPE) is collecting information on what educational programs and materials are available on the general topic of scientists and the media.

They are interested in how the media work in covering science, how scientists can work effectively with the media, and how to cope with hostile interviewers or audiences, etc.

Andy Duncan, Agricultural Communications Office, Oregon State University, is asking for suggestions or materials.

The subcommittee will discuss the communications training needs of agricultural scientists at its October meeting.

For additional information, contact Duncan at 503-737-3311.

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## OKLAHOMA STATE U. HAS ADDITIONAL OPENING FOR A TELEVISION PRODUCER/DIRECTOR

Oklahoma State University, in Stillwater, has an additional opening for a television producer/director in Agricultural Communications.

Responsibilities include the production of a wide variety of video products, including educational videotapes, video news releases, and satellite video conferences.

The position requires a person who has strong writing skills and is experienced in the use of video tools for educational purposes. Experience in on-camera work is desirable, as is general knowledge and understanding of agriculture and rural life. Also, must relate well to a wide variety of professionals, including University faculty, County Extension agents, and the general public.

Qualifications include a BS degree and three years experience in television with a strong emphasis on videotape production.

Applications will be accepted until September 1, or until a suitable candidate is found. To apply, send resume, videotape samples of recent work, and three references to: Kevin Hayes, Head, Department of Agricultural Communications, Oklahoma State University, Stillwater, OK 74078, 405-744-4081.

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## **CORNELL UNIV. CONSUMER INFORMATION NETWORK SEEKS RADIO NEWS EDITOR/PRODUCER**

Cornell University's Consumer Information Network has an immediate opening for a radio news editor/producer to function as a creative member of an interrelated television and radio production unit.

Qualifications include the ability to work well with the faculty at a major research university and to develop a "teamwork concept." Requirements include a Bachelor's degree, plus a minimum of three years experience or demonstrable skills.

The position offers regular hours, three weeks paid vacation, several paid holidays, excellent fringe package, competitive salary, and state-of-the-art facilities.

Send tape (including creative use of CIN or soft news feature report), along with resume, writing samples, and three references to: Search Committee, Consumer Information Network, Media Services, NB-13 MVR Hall, Cornell Univ., Ithaca, NY 14853-4401.

Any questions may be directed to Nancy Fey, chair of the search committee, at 607-255-5431.

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## **NATIONAL AGRICULTURAL LIBRARY HAS AN OPENING FOR A PUBLIC AFFAIRS SPECIALIST**

USDA's National Agricultural Library (NAL) has an opening for a public affairs specialist, GS-13.

Responsibilities include providing advice and support in the development of policies and programs to promote the national and international role and use of NAL; planning and developing outreach programs to expand awareness of products and services of NAL; conducting market studies, user surveys, conferences and other actions to identify new and expanded user audiences. This position will serve as the public information liaison for NAL.

Applications will be accepted until August 21, 1989. To apply, contact the Personnel Operations Branch, Personnel Division, Agricultural Research Service, USDA, Room 123, Bldg. 003, Barc-West, Beltsville, MD 20705, or call 301-344-2701. Refer to Announcement No. ARS-H29-119.

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## **PENN STATE'S COMPUTER-BASED LIBRARY, 'PENPAGES,' IS AVAILABLE VIA INTERNET**

The Pennsylvania State University's award winning (1989 Agricultural Communicators in Education award) electronic information database, PENpages, is available online at no cost to the majority of land grant universities via Internet.

Internet is part of the National Research and Education Network which links many of the major research institutions in the United States. More than 40 of the land grant universities are already connected to Internet.

The Internet address, 128.118.36.5 (or PSUPEN.PSU.EDU), is for the College of Agriculture's host computer for the PENpages database. Anyone with VT1100 terminal capability (provided by most popular terminal programs) can access PENpages via the Internet address usually available through their campus computer center.

An alternative method is by using a modem and calling 814-863-4820. At the prompt Username:, type in PNOTPA. The available help function will provide information for the retrieval of PENpages documents.

PENpages contains over 5000 documents supplied by over 100 contributors. Several databases, including Family and Economic Well-Being and Poultry Extension Resources, are national in scope.

For further information or to obtain a PENpages User Guide, contact Debbie Shaffer at 814-865-0954.

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## **MICHIGAN AGRICULTURE DIRECTOR NAMED TO HEAD USDA'S PUBLIC AFFAIRS ACTIVITIES**

Paul E. Kindinger, director of the Michigan Department of Agriculture since 1983, has been named USDA's director of public affairs by Secretary of Agriculture Clayton Yeutter.

In this post, Kindinger will be responsible for USDA's public liaison and intergovernmental affairs, as well as press and information operations. As director, he will report directly to the secretary. He succeeds former USDA Assistant Secretary Wilmer Mizell in directing the public affairs activities.

Kindinger was raised on a Michigan dairy, hog, and cash crop farm. He received a bachelor's and a master's

degree in agricultural economics from Michigan State University. He also holds a doctorate in agricultural economics from New York's Cornell University.

Kindinger held various positions in the agricultural economics departments of Michigan State University, University of Minnesota, and Cornell University from 1970 to 1975.

From 1975 to 1979, he was director of the commodity activities and research division of the Michigan Farm Bureau.

From 1979 to 1981, he was chief of the marketing and international trade division of the Michigan Department of Agriculture. Also, in 1981, he was assistant director of the Michigan Department of Agriculture for several months.

Then from 1981 to 1983, he was assistant director of the Michigan Cooperative Extension Service.

Kindinger is widely published and has served in many volunteer offices during his career.

In recent years, he has been vice-president and president-elect of the National Association of State Departments of Agriculture (NASDA), co-chairman of the Michigan Governor's Task Force for Revitalization of Agriculture Through Research and Education, and a member of the NASDA U.S./Canadian Accord.

He also was a member of various NASDA policy committees, chairman of the NASDA audit committee, president and vice president of the Midwest Association of State Departments of Agriculture, and president of the executive committee of the board of directors of the Midwest International Agricultural Trade Council.

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### **NEW REFERENCE BOOK ON FOREIGN AGRICULTURE WILL BE AVAILABLE FROM USDA'S FAS**

A new reference book, FOREIGN AGRICULTURE, will be published by USDA's Foreign Agricultural Service. It will be targeted for those needing information on the agricultural economies of foreign countries.

Available in November, the book is intended as an aid to U.S. agricultural exporters and students of international trade, as well as a general reference publication.

The first annual edition will feature agricultural profiles of more than 60 countries and 32 pages of color maps and charts.

Each country listing in the book will cover farm policy, demographic data, crop and livestock production, recent agricultural trends, and farm imports and exports. Each listing also will provide information on agricultural trade barriers, trade policy, and prospects for future agricultural trade.

FOREIGN AGRICULTURE will be sold for \$12 (\$15 to addresses outside the United States) and may be ordered from the Foreign Agricultural Service, Room 4642-S, U.S. Department of Agriculture, Washington, DC 20250-1000.

USDA agencies wishing to ride the printing order may do so by submitting an AD-78 to Fern Jackson at the above address by September 5. For printing information call 202-382-9446.

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### **CORNELL UNIVERSITY'S FARMING ALTERNATIVES PROJECTS STAFF HAS POSITION OPENING**

The Farming Alternatives Project at Cornell University announces a staff position for a qualified individual who would be responsible for developing educational materials and programs relating to farm diversification and innovation.

The Farming Alternatives Project is a multidepartmental effort of Cornell University, sponsored by the New York State Department of Agriculture and Markets. Its purpose is to support the efforts of New York's farm families in evaluating and developing new farm-based enterprises and marketing strategies.

The project emphasizes the business planning, marketing, and management issues involved in developing any new or nontraditional agricultural enterprises. Project staff provide information, referrals, educational programming, and resource materials for use by Extension agents and others helping farmers pursue new opportunities in agriculture.

For more information, contact: Judy Green, Farming Alternatives Project, 443 Warren Hall, Cornell Univ., Ithaca, NY 14853. Telephone is 607-255-9832.

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## **ACE 'PIONEER' AWARD WINNER FROM LOUISIANA STATE UNIVERSITY OMITTED IN ERROR**

The Agricultural Communicators in Education (ACE) presented its Pioneer awards to John R. Brooks of Louisiana State University, along with Charlotte Murphy, University of Nebraska. However, another award category winner's name was listed by error in INSIDE INFORMATION, July 1989, as well as in the 1989 ACE Directory. Apologies to John, Louisiana State University, and ACE Southern Region.

Brooks received the award for his achievements in reaching new Extension audiences with consumer radio features. In addition to producing weekly radio news, he is a television writer and interviewer.

Brooks also started the "LSU Ag Center Newsline" to expand audiences and save money by using the telephone. He has been a contributor to national TV programs.

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## **USDA'S SOIL CONSERVATION SERVICE HAS OPENING FOR A PUBLIC AFFAIRS SPECIALIST**

USDA's Soil Conservation Service (SCS) has an opening for a GM-1035-13 public affairs specialist in its Public Information Division. The Announcement No. is SCS-89-336.

Duties include writing narrations and scripts, recording interviews for radio and television broadcast; developing and implementing comprehensive media relations strategies through various broadcast media; planning and arranging broadcast coverage of news conferences for major program announcements by the SCS chief and other top officials; and establishing and maintaining effective working relationships with national and regional broadcast media, public affairs specialists with SCS, USDA and other agencies, and editors and public information specialists of trade and professional associations and citizens organizations.

Qualifications include meeting the basic eligibility requirements for the GS-1035 series, and at least one year of specialized experience at the next lower level.

All applicants must send an updated SF-171, performance rating, and written response to the Knowledge, Skills, and Abilities (KSA's).

Contact: Chief, Employment Branch, SCS, Room 6218-S, P.O. Box 2890, Washington, DC 20013. Telephone is 202-447-2631.

Closing date is September 15.

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## **OREGON STATE UNIVERSITY FILM SLATED FOR AIRING ON PUBLIC BROADCASTING SYSTEM**

Oregon State University's (OSU) film, "The Cowboy in Mongolia," has been accepted for airing on the Public Broadcasting System (PBS).

The film, a documentary about an Eastern Oregon rancher's adventure on the grasslands of Inner Mongolia, was written and directed by Andy Duncan of Eugene and photographed and edited by Dave King of Albany, both professors in OSU's agricultural communications office.

The one-hour documentary about Wallowa rancher Dennis Sheehy's work in northern China received the top award in the cultural-ethnic film category of the Houston International Film Festival. There were more than 2,500 entries from 43 countries.

In 1968, Sheehy learned to speak Mandarin Chinese and earned a degree in Asian studies from the University of Oregon. Over the next 10 years, he earned a master's and doctoral degrees in rangeland management from OSU and began ranching in Wallowa.

Sheehy returned to Asia with his family 20 years after the war. In 1985, due to his unusual credentials, he was hired by the Chinese government to set up a pilot demonstration area in China's Inner Mongolian Autonomous Region, north of the Great Wall. Sheehy worked with native herding families to fight ecological problems on the Mongolian grasslands.

The film is scheduled on the PBS national program service for 10 p.m. Monday, October 9. PBS affiliates have the option of rescheduling nearly any program from the national service, so check your local listing, or call your local PBS affiliate program director.

For further information about the film, contact Dave King (electronic media coordinator) or Andy Duncan (news, features & periodicals coordinator) at 503-737-3311.

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## **USDA'S FOREST SERVICE HAS AN OPENING FOR A REGIONAL MEDIA OFFICER IN ATLANTA**

USDA's Forest Service Southern Region has an opening for a GM-13 public affairs specialist in Atlanta, Georgia.

Duties include planning, organizing, and directing the regional information programs dealing with all aspects of forestry and directed toward the mass media and the public.

The FS's Southern Region area of influence contains more than one-fourth of the nation's population and almost one-half of the top 100 television markets. The region administers 35 national forests in the 13 southern states and Puerto Rico.

For a copy of vacancy announcement No. R8-178-89G, contact the FS personnel office in Atlanta at 404-347-2991 (FTS 257-2991). The application period closes September 18 and must be mailed to the Atlanta office.

For more information about the position, call Bruce Jewell or Stan Adams at 404-347-4191 (FTS 257-4191).

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## **AG CALENDAR ON USDA'S ONLINE STILL YOUR BEST BET FOR CURRENT EVENTS LISTINGS**

Want to know what's coming up in the way of agricultural events? Or, what USDA official will be speaking at an event? This information is listed in the electronic "Ag Calendar of Upcoming Events," available through USDA ONLINE on the Dialcom system.

To access the calendar, at the system prompt (^), type in USDA AGCAL.

"AGCAL," is updated weekly by Denver Browning, public affairs specialist with the Special Programs Division of USDA's Office of Information. The entire calendar is updated each Monday morning to provide the latest additions.

The electronic calendar also appears in USDA's computerized information dissemination service available on the Martin Marietta Data Systems. It is updated monthly on CID (formerly called EDI service).

The most recent update has 311 upcoming events listed—241 for the remainder of 1989 and 70 for January through December 1990. Most of the events listed are national or regional in scope, but some are international and some significant state events are listed.

Names of USDA's top level officials who are speaking at the event listed are so noted. Also, USDA exhibits scheduled for the event are mentioned.

If when checking AGCAL, you see that some major agricultural event is not listed, Browning would appreciate a note (preferably an electronic message or a telephone call) so he can add it during the next update.

Browning's telephone number is 202-447-2058 and Dialcom mailbox AGR209.

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## **'USDA NEWS' EDITOR SAVES DAY FOR AGRICULTURE SECRETARY YEUTTER AND COMPANIONS**

In preparation for a feature story on physical fitness, Ron Hall, editor of USDA NEWS, the employee publication, accompanied Secretary of Agriculture Clayton Yeutter to the White House Fitness Center. Hall, with the Special Programs Division of USDA's Office of Information (OI), was joined by USDA press secretary Kelly Shipp and OI photographer Byron Schumaker.

The White House Fitness Center is only available for use by cabinet-level officials and White House staffers, and standard procedure when a person visits a White House facility is that their social security number and birth date must be submitted in advance for security purposes. This information is matched with some form of identification upon arrival at a White House facility.

Hall said that when they arrived at the security desk, three of the four individuals produced their USDA ID cards. The fourth, Secretary Yeutter, realized that he had forgotten to bring any form of identification.

Fortunately, Hall managed to save the day by producing a copy of the March 1989 issue of USDA NEWS. The cover featured a picture of Secretary Yeutter being sworn into office by Justice Sandra Day O'Connor.

The guard, after studying the picture and Secretary Yeutter, allowed the group to enter the fitness center.

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## **USDA'S NATIONAL AGRICULTURAL LIBRARY TO SPONSOR SERIES OF ONLINE COURSES**

USDA's National Agricultural Library (NAL) will again sponsor a series of training courses on its master database AGRICOLA (basic and advanced), and on CRIS. The courses are free to USDA and state land-grant personnel and to employees of other federal, state, and local government agencies.

The AGRICOLA basic workshop is designed for people who have little or no previous experience in online database searching, although a background in information retrieval or experience with computers will be helpful.

Participants for the CRIS workshop must have prior training or experience in online retrieval.

For a schedule of classes and/or additional information, contact the Special Services Branch, National Agricultural Library, Room 1402, 10301 Baltimore Boulevard, Beltsville, MD 20705, or call 301-344-3875.

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## **USDA'S CSRS AND VIRGINIA TECH COOPERATE ON NEW COMPUTERIZED BULLETIN BOARD**

Virginia Tech University at Blacksburg, in cooperation with USDA's Cooperative State Research Service, has a new computerized information service on agricultural/environmental biotechnology that is available 24 hours a day, seven days a week using a modem toll free.

The National Biological Impact Assessment Program (NBIAP) Agricultural/Environmental Biotechnology Bulletin Board combines a news report on recent developments with direct access to a collection of databases.

The news report, updated monthly, contains a series of brief, timely items of general interest. Information includes such topics as proposed legislation, changes in regulations, patents, new publications, announcements of grant availabilities, significant research findings, industry news, international developments, and a "FORUM" section where users can raise issues or criticize or applaud something.

More extensive information relevant to field testing includes regulations and guidelines, information sources, yellow pages, institutions biosafety committees, current literature, field test approvals and product licenses, companies, state information, and patent abstracts. The databases are designed to save the user time.

The bulletin board also serves as a vehicle for electronic messages. Users can upload information they would like included in the news report or the databases, or messages can be sent to colleagues.

To use the bulletin board, dial 1-800-NBIAPBD (free call) or 703-231-3858 (toll call) on your computer modem. Type in your name and location, choose a password, and follow the prompts.

For additional information and/or a copy of a brochure describing the service, contact Pam Love, CSRS-USDA, Room 330 Aerospace Building, Washington, DC 20250-2200. Telephone is 202-382-1533.

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## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

September 5:

AGRICULTURAL COMMUNICATORS IN EDUCATION LUNCHEON

Washington, D.C., USDA Administration Building Buffet

Speaker: John Holliman, Cable News Network Correspondent

Contact: Sharin Sachs (202-447-9113) or Nolan Kegley (202-447-8768)

September 12-15:

RADIO & TELEVISION NEWS DIRECTORS ASSN. INTERNAT'L CONFERENCE & EXHIBITION

Kansas City Convention Center, Kansas City, Missouri

Theme: "News Center '89"

Contact: 800-225-8183

September 21:

INNOVATIONS IN VIDEO AND TELECONFERENCING WORKSHOP (ACE)

Washington, D.C., USDA South Building, Room 1605-S

Presenter: Larry Quinn, USDA, OI, V&TD Chief

Contact: Caree Lawrence, 301-436-7280

October 12-13:

PRACTICAL CONFERENCE ON COMMUNICATION

Garden Plaza Hotel, Oak Ridge, Tennessee

Contact: Society for Technical Communication, P.O. Box 1314, Oak Ridge, TN 37831-1314

October 22-25:

COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE ANNUAL MEETING AND WORKSHOPS

Atlantic City, New Jersey

Contact: Carol Shipp, Pub. Inf. Officer, NJ Dept. of Ag, 609-292-8896

November 9-12:

NATIONAL ASSOCIATION OF FARM BROADCASTERS ANNUAL MEETING

Kansas City, Missouri

Contact: 612-224-0508

December 6-8:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

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